

associated with at least one of a commercial entity's products and services, comprising the steps of:

(a) **providing a computerized game to a consumer, the game including the step of testing the consumer's ability to recognize a marketing object associated with the commercial entity, the marketing object taken from a group consisting of: the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line, the commercial entity's product name, a competitor's logo, a competitor's trademark, a competitor's tradename, a competitor's tag line and a competitor's product name** (*Support for this limitation is found in the originally filed claims following paragraph [0091], particularly claim 67 itself. Paragraph [0018] also provides express support for this limitation. Further, paragraphs [0050] and [0051] provide examples of a computerized games used to present an interactive advertising message to a consumer. Other portions of the specification also provide support for this limitation such as, without limitation, paragraphs [0052]-[0065].*);

(b) **gathering data associated with the consumer's interactions with the computerized game** (*Support for this limitation is found in the originally filed claims following paragraph [0091], particularly claim 67 itself. Paragraph [0018] also provides express support for this limitation. Further, paragraph [0054] provides support for gathering data associated with the consumers interactions with the computerized game, such as measuring the consumer's recall of a commercial entity's tag line. Other portions of the specification also provide support for this limitation such as, without limitation, paragraphs [0066]-[0070].*);

(c) **generating a statistical report from the data** (*Support for this limitation is found in the originally filed claims following paragraph [0091], particularly claim 67 itself. Paragraph [0018] also provides express support for this limitation. Further, paragraphs [0087] and [0088] provide support for generating a statistical report from the data, such as generating statistical reports from demographic and performance data as a result of users playing the computerized games.*); and

(d) **providing the statistical report to the commercial entity** (*Support for this limitation is found in the originally filed claims following paragraph [0091], particularly*